

ABSTRACT

The present invention provides a method for distributing pharmaceutical products comprising the steps of developing a disease management program and related materials having specific relevance to a counterpart pharmaceutical product to be distributed in conjunction with the counterpart pharmaceutical product, providing a pharmaceutical product supplier to supply the disease management program related materials directly to a patient in conjunction with the counterpart pharmaceutical product when the patient fills a prescription, communicating to a doctor the disease management program and related materials and the relevance of the program and materials to the counterpart pharmaceutical product. The method includes providing a method of communication between the doctor and a patient for whom the doctor has prescribed the disease management program and its counterpart drug. The invention also includes a method for treating a person with a medical condition using a pharmaceutical product comprising the steps recited above.